

Segment Your Database

Delineate™ is a segmentation tool that classifies individuals into homogeneous groups. Created by industry professionals, Delineate is a powerful tool developed from completely proprietary data.

Create Cohesive Strategies

Delineate will allow you to group customer or prospect segments for the purpose of optimizing:

- Messaging
- Creative
- Marketing channel
- Products
- Pricing

Our Database at the Core

Our proprietary set of data that allows us to produce powerful scored solutions. It is created

from over 100 sources, updated quarterly, and contains 1,500 proprietary demographic, psychographic, attitudinal, econometric and summarized credit attributes.

Clear Benefits to Users

- Can be used to enhance any list
- Can be used to learn more about current customer base
- Applied at the Zip+4 level
- Data can be custom modeled

Test it Yourself – Free!

Delineate is available now for free testing for a limited time. The tool can be applied to any consumer list at the Zip+4 level. Call us today to test Delineate free of charge.



Delineate allows you to utilize advanced optimization strategies .

Cluster #	Cluster Group	Sub-Cluster Name	HH Pop. #	HH Pop. %
101	Assimilating New Americans	Dream Achievers	1,508,908	1.65%
102	Assimilating New Americans	Setting Down Roots	1,875,738	2.05%
103	Assimilating New Americans	Climbers	1,233,745	1.35%
104	Assimilating New Americans	Starting the Dream	934,618	1.02%
105	Assimilating New Americans	Footholders	2,396,751	2.62%
201	Mid-Market America	Metro Achievers	2,335,239	2.55%
202	Mid-Market America	Metro Survivors	2,518,189	2.75%
203	Mid-Market America	Metro Strugglers	2,225,675	2.43%
204	Mid-Market America	Own-the-Land	115,133	0.13%
205	Mid-Market America	Laid-Back Life	951,051	1.04%
206	Mid-Market America	Farm Living	265,429	0.29%
207	Mid-Market America	Gentleman Farmers	214,102	0.23%
301	High Society	Park Avenue	2,847,963	3.11%
302	High Society	Trendy & Social	4,602,564	5.03%
303	High Society	Rodeo Drive	1,421,778	1.55%
304	High Society	Upwardly Mobile	2,616,584	2.86%
305	High Society	The O.C.	314,633	0.34%
306	High Society	Quiet Confidence	678,097	0.74%
307	High Society	Strivers	2,140,046	2.34%
401	Blue Collar America	In-Town Blue Collar	3,312,970	3.62%
402	Blue Collar America	Sam Suburban	3,350,402	3.66%
403	Blue Collar America	Outa-Town	1,592,540	1.74%
404	Blue Collar America	Slower Pace	520,759	0.57%
405	Blue Collar America	Norman Rockwell	1,901,846	2.08%
406	Blue Collar America	Green Acres	260,492	0.28%
501	The High and Mighty	Mature Success	1,288,357	1.41%
502	The High and Mighty	Reached the Summit	1,769,040	1.93%
503	The High and Mighty	Nearing the Peak	3,484,953	3.81%
504	The High and Mighty	On-Track	2,431,229	2.66%
505	The High and Mighty	Headstarts	2,288,569	2.50%
506	The High and Mighty	Starting the Climb	3,030,882	3.31%
601	"In Town" Homeowners	Chic Urban	1,570,780	1.72%
602	"In Town" Homeowners	Gated Communities	3,162,379	3.45%
603	"In Town" Homeowners	Nesting	3,699,945	4.04%
604	"In Town" Homeowners	House Rich Cash Poor	1,593,843	1.74%
701	Struggling to Get Ahead	Pushing Up	1,855,382	2.03%
702	Struggling to Get Ahead	Little Upside	1,951,572	2.13%
703	Struggling to Get Ahead	Low Achievers	135,000	0.15%
704	Struggling to Get Ahead	Looking for a Chance	1,172,765	1.28%
801	New Americans	Early Risers	1,334,109	1.46%
802	New Americans	Making Headway	809,924	0.88%
803	New Americans	Starting Line	2,601,887	2.84%
901	Economic Casualties	Brighter Tomorrows	1,488,659	1.63%

902	Economic Casualties	Missed Opportunities	1,150,929	1.26%
903	Economic Casualties	Digging a Hole	1,107,959	1.21%
904	Economic Casualties	Trapped in a Well	945,313	1.03%
1001	The 'Burbs	Money to Burn	1,394,836	1.52%
1002	The 'Burbs	Close-In Commuters	4,668,414	5.10%
1003	The 'Burbs	Outer Ring Families	575,017	0.63%
1004	The 'Burbs	Cozy Renters	2,544,341	2.78%
1005	The 'Burbs	Support Work	700,844	0.77%
1006	The 'Burbs	Scraping By	671,479	0.73%

